

## **PUR4940 (Public Relations Internship) SYLLABUS**

*Instructor:* Dr. Myiah Hutchens, Associate Professor and Department Chair

*Student Assistants (TAs):* [purintern@jou.ufl.edu](mailto:purintern@jou.ufl.edu) | *Phone:* (352) 273-1220 | *Office:* 2085 Weimer Hall

## WELCOME

Welcome to PUR4940, the public relations internship course. Here you will document your internship experience to earn academic credit. Think of it as an internship journal of sorts.

## CONTACT

In order to contact the teaching assistant for the course, please send an email to [purintern@jou.ufl.edu](mailto:purintern@jou.ufl.edu). Do NOT send messages through Canvas email.

## COURSEWORK

PUR4940 is an S/U course, meaning that you will not receive a letter grade for the course. Instead, the culmination of your reports, self-evaluation and supervisor evaluations will result in a satisfactory or unsatisfactory grade. Because this course is graded S/U, everything will be taken into consideration when assigning a grade. Tardiness of reports, grammar/spelling/clarity of reports and professionalism are key components of this course.

## WEEKLY REPORTS

You will submit a weekly report on Canvas as a "quiz." Don't worry; we won't be quizzing you on your internships. Think of it more like a journal entry. Each week's report is mandatory, **even if you have not begun your internship or you have not worked that week**. Please refer to the "due dates" in this syllabus for a reference. By the end of the semester, you will have submitted 16 weekly report quizzes.

Hours submitted with the report should encompass the total number of hours you worked that week (Please refer to the "due dates" in this syllabus for a list of weeks and corresponding dates and quizzes). If you did not work that week, you will need to put 0 in the hour total box. **It is the responsibility of the intern to keep an accurate record of his or her remaining hours to receive academic credit.**

The weekly summary should be a brief, but thorough, recap of what you did that week with regard to public relations. A MINIMUM of FIVE (5) complete, detailed sentences will be accepted. Any summaries not deemed thorough enough will need to be resubmitted. If you did not work that week, please write "I did not work this week" in the summary box. Both style and tone of summaries should be business-like and free from any grammatical and spelling errors. Unsatisfactory reports will need to be revised and

submitted again. Consistent submission of late or unsatisfactory reports may result in an unsatisfactory grade in this course. Once the grader informs a student that he or she has completed his or her required hours and logged then accurately, that student does not have to continue submitting weekly reports.

### *SELF-EVALUATION:*

The last week of the internship, you must write a two-page self-evaluation (double-spaced, 12 pt. Times New Roman font) of the internship, commenting on its value to you and its potential value to future interns. Write about your time at the company (i.e. what your PR responsibilities were, what you learned, etc.) and write about whether you would recommend an internship at this company to another student or not. Your name, UF ID Number and Company name must be included in the top right hand corner of your evaluation. You can submit the self-evaluation on Canvas, under the assignments tab toward at the end of your internship. Please refer to the “due dates” in this syllabus for the final due date.

### *SUPERVISOR EVALUATION:*

At the end of your internship your supervisor must submit an evaluation of your performance. The evaluation includes submitting a signed evaluation form via email as scanned copies. Please reference the due dates in this syllabus. An example of the evaluation form can be found online here:

<https://www.jou.ufl.edu/current-students/undergraduate/academics/public-relations/internships/>

**The supervisor submitting the evaluation must be the same supervisor you listed on your application.** If your supervisor changed during the semester, your new supervisor must contact the department via email explaining the reason for the change.

#### **1. Evaluation Form\*:**

- a. Must be signed
- b. Your supervisor must complete the written evaluation that is attached to the bottom of the form
- c. Your supervisor must email the signed form to [purintern@jou.ufl.edu](mailto:purintern@jou.ufl.edu) by the due date listed in this syllabus.

2. Remind your supervisor at least **two weeks** before the final deadline to complete the evaluation form so they have enough time to complete the evaluation materials.

## **DUE DATES**

Below you will find a list of weeks with corresponding dates and assignments. The due date for each assignment is listed in the far-right column.

Spring 2025	Dates Covered	Assignments Due	Due Date
Week 1	8/25 -8/29	Week 1 Report Syllabus Quiz	8/31

College of Journalism and Communications  
Department of Public Relations

Week 2	9/1 - 9/5	Week 2 Report	9/7
Week 3	9/8 - 9/12	Week 3 Report	9/14
Week 4	9/15 - 9/19	Week 4 Report	9/21
Week 5	9/22 - 9/26	Week 5 Report	9/28
Week 6	9/29 - 10/3	Week 6 Report	10/5
Week 7	10/6 - 10/10	Week 7 Report	10/12
Week 8	10/13 - 10/17	Week 8 Report	10/19
Week 9	10/20 - 10/24	Week 9 Report	10/26
Week 10	10/27 - 10/31	Week 10 Report	11/2
Week 11	11/3 - 11/7	Week 11 Report	11/9
Week 12	11/10 - 11/14	Week 12 Report	11/16
Week 13	11/17 - 11/21	Week 13 Report	11/23
Week 14	11/24 - 11/28	Week 14 Report	11/30
Week 15	12/1 - 12/5	Week 15 Report Self-evaluation Essay Supervisor Evaluations	12/7

## GRADING POLICY

Because this course is graded S/U, or satisfactory/unsatisfactory, you will not be assigned a letter grade at the end of the semester. Upon successful completion of the course, you will receive a satisfactory grade. With that said, all assignments will be considered in determining your final grade in this course. Professionalism is a key component of this course. You are expected to communicate professionally at all times for the duration of this course.

## STUDENT ACCOMMODATIONS

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share your accommodation letter with me and discuss your access needs, as early as possible in the semester.

## UNIVERSITY HONESTY PLEDGE

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition



College of Journalism and Communications

Department of Public Relations

that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or student assistants for this class.

## CAMPUS RESOURCES

**U Matter, We Care:** If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

**Counseling and Wellness Center:** Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

**Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

**University Police Department:** Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

**UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

## ACADEMIC RESOURCES

**E-learning technical support:** Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

**[Career Connections Center](#):** Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

**[Library Support](#):** Various ways to receive assistance with respect to using the libraries or finding resources.

**[Teaching Center](#):** Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

**[Writing Studio](#):** 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

**Student Complaints On-Campus:** Visit the [Student Honor Code and Student Conduct Code webpage](#) for more information.

**On-Line Students Complaints:** View the [Distance Learning Student Complaint Process](#).